

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

| Ln | Dates | Time | Program | Len | Rate | Day | Spots/Week | # of Weeks | Total Spots | Total Cost |
|----|-------------|---|----------|-----|----------|------|------------|------------|-------------|------------|
| *1 | 10/15-10/20 | 10P-1030P | NEWS | :30 | \$745.00 | M-SA | 3 | 1 | 3 | \$2,235.00 |
| | | Buyline Comment: B/T 2 + 3 CAN'T RUN AFTER MLB | | | | | | | | |
| | | Station Remark: V2 PLS EXPAND TP TO 10-11P. | | | | | | | | |
| 2 | 10/21-10/21 | 10P-1045P | NEWS | :30 | \$745.00 | SU | 1 | 1 | 1 | \$745.00 |
| | | Buyline Comment: B/T 2 + 3 | | | | | | | | |
| 3 | 10/15-10/19 | 6P-630P | BIG BANG | :30 | \$595.00 | M-F | 2 | 1 | 2 | \$1,190.00 |
| | | Buyline Comment: B/T 2 + 3 | | | | | | | | |
| 4 | 10/15-10/19 | 630P-7P | 2.5 MEN | :30 | \$595.00 | M-F | 2 | 1 | 2 | \$1,190.00 |
| | | Buyline Comment: B/T 2 + 3 | | | | | | | | |
| 5 | 10/15-10/19 | 7P-730P | BIG BANG | :30 | \$895.00 | M-F | 3 | 1 | 3 | \$2,685.00 |
| | | Buyline Comment: B/T 2 + 3 | | | | | | | | |

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product MARK CRITZ FOR CONGR

Estimate# 2432

Buyer AMY MILLS

Phone#

Fax#

Agency () LUC MEDIA

25 WHITLOCK PLACE SW, 2ND FL

MARIETTA, GA 30064

Agency C/P1/P2/E //2432

Flight Dates 10/15/2012 - 10/21/2012

Hiatus Weeks

Rep Firm

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| Ln | Dates | Time | Program | Len | Rate | Day | Spots/Week | # of Weeks | Total Spots | Total Cost |
|-----|--|---------|-----------------|------|----------|-------|------------|------------|-------------|------------|
| --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- |
| 6 | 10/15-10/19 | 730P-8P | 2.5 MEN | :30 | \$795.00 | M-F | 2 | 1 | 2 | \$1,590.00 |
| | Buyline Comment: B/T 2 + 3 | | | | | | | | | |
| *7 | 10/20-10/20 | 7P-730P | BIG BANG | :30 | \$295.00 | SA | 1 | 1 | 1 | \$295.00 |
| | Buyline Comment: B/T 2 + 3 | | | | | | | | | |
| | Station Remark: V2 1X NA 10/20 DT COLLEGE FOOTBALL. PLS ADVISE WHERE YOU WOULD LIKE TO MG. | | | | | | | | | |
| *8 | 10/20-10/20 | 730P-8P | 2.5 MEN | :30 | \$295.00 | SA | 1 | 1 | 1 | \$295.00 |
| | Buyline Comment: B/T 2 + 3 | | | | | | | | | |
| | Station Remark: V2 1X NA 10/20 DT COLLEGE FOOTBALL. PLS ADVISE WHERE YOU WOULD LIKE TO MG. | | | | | | | | | |
| 9 | 10/15-10/19 | 1P-2P | DIVORCE COURT | :30 | \$70.00 | M-F | 2 | 1 | 2 | \$140.00 |
| | Buyline Comment: B/T 2 + 3 | | | | | | | | | |
| 10 | 10/15-10/19 | 2P-3P | JUDGE JOE BROWN | :30 | \$85.00 | M-F | 3 | 1 | 3 | \$255.00 |
| | Buyline Comment: B/T 2 + 3 | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 20 / \$10,620.00

---SALES MONTHLY TOTALS---

Oct 12: 20 / \$10,620.00

Sales Totals: 20 / \$10,620.00

Station Totals: 20 / \$10,620.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|---------|
| Market Totals | \$118,000 | CABL 0% | KDKA 36% | UNKN 0% | WPCW 2% | WPGH 9% |
| | | WPMY 0% | WPXI 30% | WTAE 23% | | |

---COMPETITIVE COMMENTS---

Rep Order# 9762798 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 1332625

Printed: 08/04/2012 1:30 PM
Last Received: 06/28/2012 5:03 PM
Showing Buylines: All Lines

Station WPGH-TV PITTSBURGH, PA
Advertiser () POLITICAL
Product MARK CRITZ FOR CONGR
Estimate# 2432
Buyer AMY MILLS
Phone#
Fax#

Agency () LUC MEDIA
25 WHITLOCK PLACE SW, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E //2432
Flight Dates 10/15/2012 - 10/21/2012
Hiatus Weeks

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WPGH = 10620
WTAE = 27920
WPXI = 37280
KDKA = 44795
WPCW = 2440
TTL = 123055

Books null
Demos RA35+